

The panther finally lands in Paris, the birthplace of Cartier, on Place Vendôme where he meets supermodel Shalom Harlow at the Grand Palais.

The film, Cartier's first genuine foray into the world of screen advertising will be shown at 800 UK cinema screenings and on television in 12 countries around the globe including the US, China and South America.

"We want to build up an awareness of Cartier worldwide to give us hige impact around the world," Bamberger explained, "It's not a commercial decision, more a celebration of our history and a chance for us to bring that to a wider audience".

